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The Great Gamble!

It is fascinating to hear people, out of our business, discussing the new technical inventions, not women as much as men show this keen technical interest.

I was listening to a business man talking about our business, and he was explaining about CinemaScope, Stereophonic Sound, Cinerama and 3D. He certainly knew a great deal about our various Systems.

I heard him say, "There is a new invention, Vista-Vision, I don't know what it does, that CinemaScope doesn't do, but I heard, that in addition to giving you wide pictures, it gives you added height.

"If it is as good as CinemaScope, then it will be here to stay, and the two inventions will be in competition with each other. That will cause some battle, don't you think so?" he said, turning to me.

I was only listening, because there were several people present, but this business man was waiting for me to reply, and I wished to evade the question.

"Who has VistaVision?" he asked.

"Paramount Pictures," I said, "Oh," said he, "That's why Famous Players shares have been going up." "No, that is not why," I said, "Paramount Pictures has VistaVision, Famous Play-

ers has Telemeter and TV Interests, they have equipped their big theatres with CinemaScope, and business is good."

"Anyway," said the speaker, "if Vista-Vision is as good as I heard from some men in the Movie business, there will be competition between the two systems, but both systems will be used.



BARNEY BALABAN
President Paramount Pictures Inc.

"... VISTAVISION will be made available to any and all motion picture production companies, and can be used by any theatre of any size in the world."

"As for 3D, I don't think it will last on account of the glasses, as for Cinerama, that is only for big cities, it cannot become general."

This businessman is probably one of thousands, who are discussing our new inventions. It is not so long ago, since they were asking us, whether TV was putting the Movies out of business.

What a change. A world of people are talking about the Motion Picture Industry, and what surprises me is, that they talk about the Trademark name of our new Systems as readily as they talk about different motion picture stars.

There is no mystery about where the people are getting their inspiration, they are getting it from us. When we cried, that TV was killing us, the public told us it was. When we are talking about CinemaScope, Stereophonic Sound, VistaVision, 3D, Cinerama, the public are repeating what we are saying.

We certainly have heard everyone, who has seen Cinerama, say, "It is unique, exciting, novel."

We have not heard anything adverse about CinemaScope and Stereophonic Sound, in respect to their respective quality, all the objections are solely to costs
(Continued on Page 5)

MR. JACK WARNER, VICE-PRESIDENT IN CHARGE OF PRODUCTION, WARNER BROS., SAID, AT THE 4TH ANNUAL AWARDS PRESENTATION CINEMA EDITORS, AMBASSADOR HOTEL, HOLLYWOOD, "OURS IS AN INDUSTRY THAT ALWAYS COMES THROUGH WHEN THE CHIPS ARE DOWN."

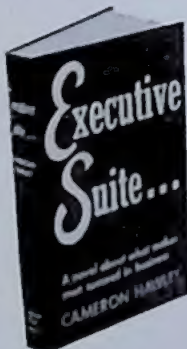
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BEFORE they see it!"

"Is he crazy!
What does
he **MEAN?**"

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Just the start!

"PICTURE OF THE MONTH"
—*Louella Parsons,*
Cosmopolitan

"Readers of the best-seller
may well look forward to
M-G-M's major produc-
tion for 1954" —*Colliers*

Ray Presents



I CERTAINLY enjoyed my recent visit to the Imperial, Toronto, which was packed, much to the enjoyment, also, of Russ McKibbin, manager. *Hell and High Water*, 20th Century-Fox's CinemaScope with Stereophonic Sound picture, was the feature.

Hell and High Water is an unusual and powerful picture, extraordinarily well directed and acted.

The one woman in the cast is a scientist, and is there to provide a love-interest, anyone of several men could have fallen for her, she is a petite, but most attractive mademoiselle.

The story, which unfolds on a submarine revealed to me, that there can be provided, in motion pictures, an interest in a story, more powerful than love, and a moral which reveals that to be paid for doing an important service, does not necessarily make the receiver, a "mercenary heel," nor the money he receives, "filthy lucre."

BRIEFLY, Richard Widmark gets a job to take two scientists to an island in the Arctic, which these scientists have learned is to be used as an atomic base. Victor Frances is one of the scientists and the other scientist, who later on is revealed, in the story, to be his daughter, is played by Bella Darvi.

The submarine is pursued by an enemy submarine, and the pursuit, the action of the captain, the scientists, the crew on board the submarine, and the final jamming of the enemy submarine, is thrilling screen material.

Although the story appears to be made for men, I can assure you, that it has an appeal for women, although the love-interest between the captain and the girl-scientist is only incidental.

I have given you but the briefest outline of a story full of action, and which takes full advantage of the benefits of CinemaScope and Stereophonic Sound, both which create a very realistic atmosphere.

THE cast is a good one, and in addition to those whose names I have mentioned, there is Cameron Mitchell and David Wayne.

Preceding the feature, there was presented, *Polovetzian Dance*, from Prince Igor, 20th Century-Fox Symphony orchestra, and a full chorus, Alfred Newman, conducting, which was delightfully played and sung, also *Tournament of Roses*, Pasadena Annual Parade, in CinemaScope and Technicolor. It was a tasty and most entertaining show.

I note that E-U's Glenn Miller Story, is currently in its 4th week at Loew's Uptown, Toronto, and is likely to stay on, for it is the kind of a picture which invites people to go back and see it again.

International Cinema has struck another comedy-winner in Hobson's Choice, with Charles Laughton, John Mills, directed by David Lean.

AT Loew's, downtown, M.G.M.'s, CinemaScope musical, *Rose Marie*, plus Stereophonic Sound, is the current attraction.

Book and Lyrics by Otto A. Harback and Oscar Hammerstein II, music by Rudolph Friml and Herbert Stothart, directed by Mervyn LeRoy.

The screen play by Ronald Miller and George Froeschel is based on the operetta, *Rose Marie* and the photography, Eastman Color.

Ann Blyth, Howard Keel, Fernando Lamas, Bert Lahr, Marjorie Main, Joan Taylor, Ray Collins, make up a most capable and attractive principals' cast.

One of the shorts is, Poet and Peasant, overture in CinemaScope, Stereophonic Sound.

Stereophonic Sound is going to be responsible for giving us some very fine symphonic music on the screen, and if you do not think the general public is interested, you should hear them applaud.

AT the Odeon, Carlton, Empire-Universal's, Saskatchewan, starring Alan Ladd, and with Shelley Winters, produced with Canadian backgrounds, and in Technicolor, was held over.

Currently playing at Toronto's Casino, is that much discussed young man, whom thousands love to hear sing, Julius La Rosa, and coming, as the Casino's next attraction is Joe Louis, in person, "his star-studded Harlem Revue."

The Canadian Film Weekly's Annual Poll discloses, that the Canadian entries selected Columbia's, From Here To Eternity as the best picture of 1953.

THE Star who gave the best performance, as chosen, was Shirley Booth, for her work in Paramount's, *Come Back Little Sheba*. *Come Back Little Sheba* was not released in Canada until 1953.

The other nine top stars were Audrey Hepburn, Paramount's *Roman Holiday*; Alec Guinness, IFD's *The Captain's Paradise*; Frank Sinatra for, *From Here To Eternity*; William Holden for his performance in Paramount's *Stalag 17*, and *The Moon is Blue*; Montgomery Clift, Columbia's *From Here To Eternity*; Burt Lancaster for *From Here to Eternity* and *Come Back Little Sheba*; Jose Ferrer, U-A's *Moulin Rouge* and Mel Ferrer, M.G.M.'s *Lili*.

The Ten Best Pictures, gave Paramount four pictures out of the ten, Come Back Little Sheba, Roman Holiday, Stalag 17, Shane. The other six bests are, Columbia's, From Here To Eternity which headed the list; M.G.M.'s Lili; J. Arthur Rank's The Cruel Sea; U-A's Moulin Rouge; 20th Century-Fox's The Robe and IFD's Breaking The Sound Barrier. Congratulations to the winners.

IN fulfillment of a promise to the Academy of Motion Picture Arts and Sciences, Warner Bros. studio destroyed fifty Oscar statuettes and plaques, replicas of originals, which were used in an Academy sequence in the picture, *A Star Is Born*, starring Judy Garland, James Mason, Jack Carson, Charles Bickford.

In, A Star Is Born, Judy Garland is presented with an Oscar, at the Cocoanut Grove, where in 1940 Judy actually received an Oscar for her work in The Wizard of Oz. Is it really fourteen years ago, since Judy was such a little girl!

THE Film Daily's 31st Annual 10 Best Pictures Poll, with 311 ballots cast by critics and film commentators, gave top position to Columbia's, *From Here To Eternity*.

Mr. Jack Cohn, executive vice-president of Columbia Pictures, received the No. 1 Scroll from Charles A. Alicoate, Associate Publisher and Chester B. Bahn, editor, who directed the poll.

Mr. Alfred W. Schwalberg, Pres. Paramount Film Distributing Corp. received four scrolls for *Shane*, *Roman Holiday*, *Stalag 17* and *Little Boy Lost*.

Mr. Howard Deitz, Vice-President of Loew's and M.G.M. director of advertising and publicity received the scroll for *Lili*.

Mr. Charles J. Feldman, Vice-Pres. Universal Pictures and General Sales Manager, received the scroll for J. Arthur Rank's, *The Cruel Sea*.

MR. WILLIAM J. HEINEMAN U-A's Vice-Pres., in charge of distribution received the Scrolls for *Romulus*
(Continued on Page 11)

Toronto and District

By BILL PRESS

You should see the new "calling card" of Jack Chisholm which gives his address in Montreal along with the telephone number which is designated as a smoke signal emerging from the top of the home tepee.

Jack himself is shown astride an ass (donkey) as he travels Highway No.2 from Toronto, the animal carrying a water bottle on which appears a "V" for Variety.

Struggling behind on foot is Mrs. Chisholm as she drags the household effects on a sled.

The card reads: "Welcome New Wigwam—Heap Big Chief Chisholm and Squaw".

Negotiations have been completed by Gabriel Szovertfy, Hungarian resident of Toronto, with RKO-Radio for the rights to his 23-minute film "The Iron Fence," it is announced. The picture, which was made around Toronto last summer, is to be lengthened.

John J. Fitzgibbons, president of Famous Players Canadian Corp. for the past 13 years, is being congratulated on the completion of his 50th year in show business.

When he was 14 years of age he became assistant projectionist at the Bijou Theatre, Meriden Conn., where he was born.

Only two features were graded Adult Entertainment during February by the Ontario Board of Moving Picture Censors. They were "Hot Ice" and the British picture, "The Heart of the Matter."

Two attractions which are enjoying holdovers in many situations throughout Ontario are the revived "The Best Years of Our Lives" and the new release "The Glenn Miller Story", both of which are in two dimension. It is interesting to note that the Glenn Miller picture is playing at advanced prices, \$1 top.

Prairie News

BRUCE PEACOCK

Construction of two new theatres are planned for Rocky Mountain House, Alta., this year. John Williams will build a \$45,000 theatre this summer and a Winnipeg company, operating a chain of drive-ins, is seeking a location for a \$75,000 outdoor theatre.

Stanley and Joe Zaba have started construction on a drive-in theatre at Wolseley, Sask., the Twi-lite.

Isador Reinhorn and his son, Leonard, entertained government and civic officials and other guests at a preview of "Royal New Zealand Tour" in the Roxy theatre, Regina recently.

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— Correspondents —

BRUCE PEACOCK	Regina, Sask.
JACK DROY	Vancouver, B.C.
WILL McLAUGHLIN	Ottawa, Ont.
BILL PRESS	Toronto, Ont.
HELEN CROWLEY	Saint John, N.B.

Maritime News

HELEN CROWLEY

Mr. Bruce C. Carruthers who passed away recently in California at the age of 52 was well known to many in the motion picture field in which he spent 18 years as a technical advisor, actor and extra. He had just finished work on "Rose Marie," the M. G. M. CinemaScope picture and was technical adviser for the version of the same picture made in 1935. The deceased was a native of Prince Edward Island and received his early education in Charlottetown. He joined the Royal Canadian Mounted Police in Western Canada and served as a Corporal for seven years.

After a long absence, Mr. Carruthers visited his native Province about two years ago and Mr. George Walters, Manager of the 'Prince Edward' theatre Charlottetown had the privilege of meeting him and they spent an interesting evening chatting about . . . Hollywood.

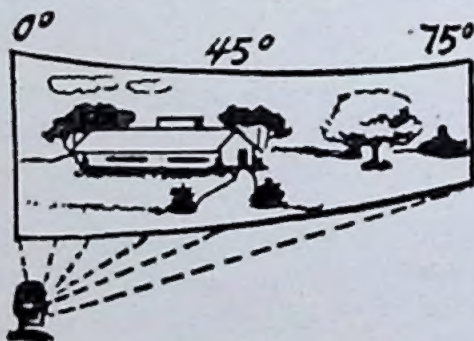
Among Mr. Carruthers' surviving relatives is a sister Mrs. Bonnell, wife of Reverend Doctor J. S. Bonnell, Pastor of the Fifth Avenue Presbyterian Church, of New York City.

Mr. Murray Ellman (B & L Head Office) is promoting the Saint John Chess games and is a very active worker in this Club.

"The Glenn Miller Story" played the 'Strand' Theatre, Saint John, N.B., (Odeon Circuit) recently for eleven days when it established a record in attendance for this theatre. It is doing the same in Odeon's "Casino" Theatre, Halifax, N.S., where it is currently playing. The "Casino" recently installed new Lamps and a twenty horsepower generator.

see "ASTROLITE"

giant screen



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Great Gamble

(Continued from Page 1)

and adaptability to small houses.

While VistaVision is not a new invention, for Paramount's Research Department has been working to perfect this System for some time, it is new to us, in the Trade, and certainly unfamiliar to the Public, for it has only recently been demonstrated.

As a result of the demonstration of the VistaVision Process, in Hollywood, where I hear the reaction was most enthusiastic, Mr. Barney Balaban, President of Paramount Pictures Corp, had this to say: "This VistaVision Process eliminates grain and fuzziness, provides an overwhelming picture with complete definition of focus, and the finest quality picture it is possible to obtain.

"The key words in Paramount's thinking, are 'compatibility and flexibility.'"

Mr. Balaban stated, that chiefly in the mind of Paramount was the development of a System where the screen presentation would be applicable to small houses, as well as large, and where large expenditures by exhibitors would not be imperative.

"With regard to sound," Mr. Balaban pointed out, "under Paramount's plan it is optional with the exhibitor as to whether he installs auxiliary sound equipment or not. If auxiliary sound equipment is to be used, it is Paramount's finding that Dimensional sound is simpler and less costly in every respect than Stereophonic Sound and the results are approximately the same. Dimensional sound is from a single sound track on the positive print. This track will be available on Paramount pictures. This track will play on one horn, two horns, or three or more horns.

"With regard to anamorphic or squeezed pictures, for those exhibitors who desire the presentation of a motion picture in this form, we suggest they purchase expander prismatic lenses, such as the Tushinsky lens. We are advised that the Tushinsky lens will be available in substantial quantities in the immediate future."

Mr. Balaban concluded with this statement: "Paramount has no financial interest, directly or indirectly, in the collection of royalties or in any manufacturing profits that may come from any of the products that may be used by this system."

In outlining the technical aspects of VistaVision, which was demonstrated by the showing of conventional-size pictures on the screen, first expanding these to CinemaScope-ratio and then concluding with the VistaVision ratio, Loren Ryder, head of Paramount Studios' research division, declared: "VistaVision is an overall process eliminating each quality bottleneck at the source. A superior negative is obtained with the VistaVision camera which photographs an image two-and-one-half times greater than any other

motion picture camera. The high quality negative is optically reduced to a standard size Movietone fine-grain release print which retains the negative resolution, reduces the negative grain and maintains the color saturation. This gives the best print and in turn the best large-screen picture that has been witnessed to date."

Following screening of special VistaVision film which ran approximately 40 minutes, the meeting was thrown open to a question-and-answer session conducted by Mr. Balaban; Y. Frank Freeman, vice president in charge of studio operations; Don Hartman, executive in man, vice-president in charge of studio art director; and Loren Ryder.

At the conclusion of the VistaVision presentation and the question-and-answer session, it was announced by the Paramount executives present that further demonstrations of VistaVision, similar to those conducted at Paramount Studios, would be held in the near future in other key locations throughout the country.

Mr. Balaban made a statement addressed to all Exhibitors and members of

Exhibitors can take advantage of Paramount's plan, and also be able to afford it."

There is the story. It reveals information which was not unexpected, in an Industry such as ours. It was to be expected, that no one System would dominate the Screen, but that there would be competing Systems.

We had several Systems when Talking Pictures were first presented. The many faded-out of the picture, and only the top Systems remained.

For a time, one was much superior to the other and continued so for a considerable number of years, but gradually both top Systems became of equal quality, although the first good System, being first, covered a good market, and was always a focal point of comparison.

There will be a good deal of "wailing," but of one thing I am certain, if there are to be competitive Systems of equal quality, Producers will have to determine which is more important to their respective companies, to sell their product, or to sell their equipment.

When a company sells equipment, it sells the Exhibitor once, and the equip-



VISTAVISION DEMONSTRATION IN HOLLYWOOD. From left: John J. Fitzgibbons, President of Famous Players Canadian Corp.; Dr. Herbert T. Kalmus, President of Technicolor Corp., which currently is producing VistaVision cameras, and Y. Frank Freeman, Paramount Studio Vice-President, and host at the Hollywood demonstrations. Mr. Fitzgibbons said, after seeing VistaVision: "VistaVision in my mind is the newest and best process of motion picture presentation developed to date. It has a greater flexibility for the exhibitor and economic factors most vital to the exhibitor today."

the Motion Picture Industry, in which he said that the year of 1953 "was a momentous one for the Motion Picture Industry. Daring innovations, in connection with the Production and Exhibition of motion pictures were instituted. All of these ideas have contributed substantially to a new interest, on the part of the public, in motion pictures.

"Paramount acknowledges the debt the Industry owes to all who have taken the lead in trying to find new and better methods, not only of producing motion pictures, but of presenting them on the screen.

"Paramount is firmly convinced it has the over-all answer to the problem of how to improve the presentation of motion pictures to the public, and that all

ment, if taken care of, lasts for many years, but pictures are sold to the Exhibitor every day, every week, every month and every year!

It is important to remember, that the equipment is valuable, and adds to the enjoyment of a quality picture, but the picture is The Real Thing, for which the public pay, and which they expect to enjoy as a steady diet.

Whatever the future unfolds, this will always remain with us, 20th Century-Fox made, not only the film trade conscious of the benefits of a Wide Screen and Stereophonic Sound, but aroused a keen world-wide public interest in these new techniques, through which we received prestige and financial benefits.

(Continued on Page 9)

BLOWING Box-Office RECORDS SKY HIGH!

UNIVERSAL-INTERNATIONAL PRESENTS

The Glenn Miller Story

ROAD SHOW

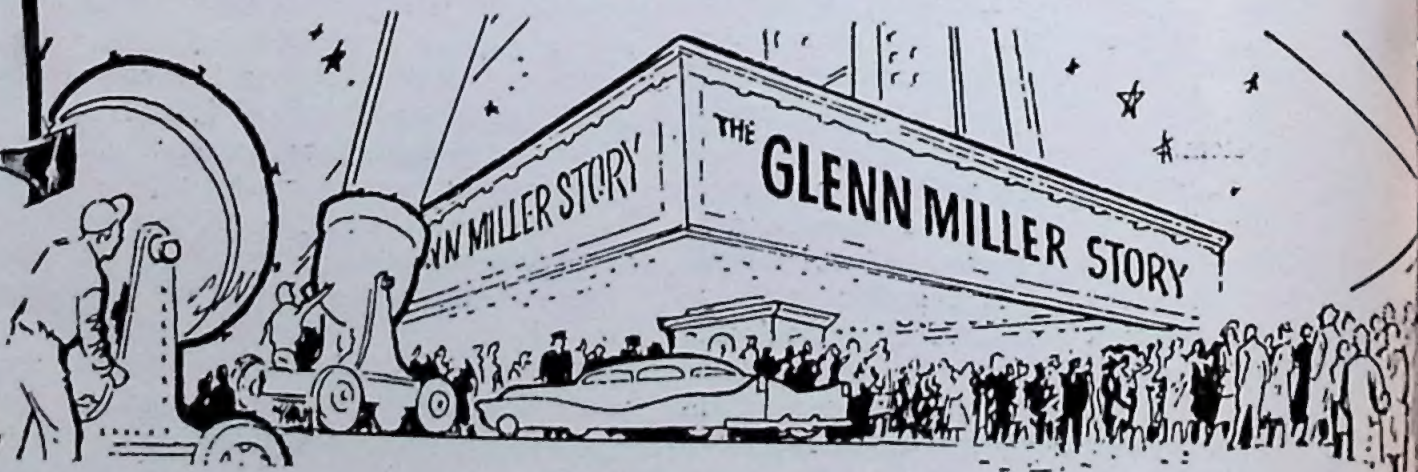
James Stewart • June Allyson

Color by Technicolor

UPTOWN	TORONTO	5th WEEK
ODEON	WINNIPEG	5th WEEK
UPTOWN	CALGARY	4th WEEK
LOEWS	LONDON	3rd WEEK
VOGUE	VANCOUVER	4 WEEKS
ODEON	OTTAWA	3 WEEKS
ODEON	VICTORIA	2 WEEKS
CAPITOL	HAMILTON	2 WEEKS
STRAND	ST. JOHN	2 WEEKS
CASINO	HALIFAX	2 WEEKS
PALACE	GALT	2 WEEKS
ODEON	BRANTFORD	2 WEEKS
ODEON	GUELPH	2 WEEKS
VANITY	WINDSOR	2 WEEKS
ODEON	FORT WILLIAM	2 WEEKS



↓	↓	↓
LOEW'S	MONTREAL	MARCH 26
EMPIRE	QUEBEC	MARCH 26
RIALTO	EDMONTON	MARCH 26
ODEON	PETERBORO	MARCH 24
GRAND & REX	REGINA	APRIL 2



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Burning Up The Box-Office!

UNIVERSAL-INTERNATIONAL PRESENTS

SASKATCHEWAN

Alan Ladd • Shelley Winters

Color by Technicolor

ODEON	TORONTO	2nd WEEK
RIALTO	EDMONTON	2nd WEEK
GARRICK	WINNIPEG	3 WEEKS
GRAND	CALGARY	2 WEEKS
STRAND	ST. JOHN	2 WEEKS
TIVOLI	SASKATOON	2 WEEKS
BROADWAY		
GRAND & REX	REGINA	2 WEEKS
ODEON	OTTAWA	2 WEEKS
ODEON	LONDON	2 WEEKS
ROYAL	MOOSE JAW	2 WEEKS

Towering Over Everything!



SASKATCHEWAN



U-I MAKES THE MONEY-MAKERS!

Released by

Empire-Universal Films Ltd.

Paramount Picture Pageant, March 31st At Village Theatre, Toronto

Exhibitors, press, radio, TV, and magazine personnel will be guests of *Paramount Pictures* and *Gordon Lightstone*, Canadian General Manager, at the Village Theatre, Wednesday, March 31st, when that Company stages its "PARAMOUNT PICTURES PAGEANT," an opportunity for the exhibitors to see three smash box-office attractions soon to go before the public.

The morning session will be turned over to the screening of "Elephant Walk," thrilling Technicolor drama set in the jungle tea country of Ceylon, where much of it was filmed. *Elizabeth Taylor*, *Dana Andrews*, and new *Paramount* "discovery" *Peter Finch*, are starred.

After a break for lunch, the PAGEANT will resume with the showing of "About Mrs. Leslie." This picture will mark the first screen appearance of *Academy Award* winner *Shirley Booth* following her triumph last year in "Come Back, Little Sheba."

Following a short intermission, the hit, "Knock On Wood," a rollicking Technicolor comedy starring the inimitable *Danny Kaye*. The picture is already being hailed by those in the Industry who have seen it, as the "best *Kaye* has done."

The choice of the foregoing pictures has been made in the knowledge that they will fill every need of all exhibitors that *Paramount* serves. These pictures represent the finest product *Paramount Pictures* has had to merchandise during any one period in the industry.

HARRISON APPOINTED WESTERN SALES MANAGER FOR 20th-FOX

Al Lichtman, 20th Century-Fox director of distribution, announced the appointment of *Alex Harrison* to the position of Western Sales Manager of the company, effective immediately, succeeding the late *Edwin W. Aaron*, who died on February 20.

Mr. Harrison, who temporarily has been holding the Western sales position since the death of *Aaron*, was for the past 17 months Home Office Representative of 20th Century-Fox functioning under *Mr. Lichtman* and *W. C. Gehring*, executive assistant general sales manager.

Born in Salt Lake City, *Mr. Harrison* entered the employ of the company in 1935 as a poster clerk in the San Francisco exchange. He was promoted to an assistant bookership prior to departure for the Army where he served in the Engineer Corps in Europe three years.

Upon his return to the San Francisco branch in 1946, *Harrison* was made division booker for *Herman Wobber's* six exchanges. In 1947 he was promoted to executive assistant to *Mr. Wobber*. The following year *Harrison* was moved up to the branch manager's berth at the San Francisco office. October 1952 saw him transferred by *Mr. Lichtman* to the home office.

WILL MEET TO DISCUSS ARBITRATION

South California Theatre Owners Assoc. has, through its president, *Harry C. Arthur Jr.*, formally accepted the invitation of the President of the Motion Picture Association of America, *Eric Johnston*, to attend the proposed meeting to consider the formulating of an Industry's Arbitration System.

METROSCOPE

Metro-Goldwyn-Mayer has developed a new horizontally-fed camera, it was learned.

A studio announcement of the new "ten-perforation" camera is expected sometime next week following the demonstration in New York of *SuperScope*. The M-G-M system is said to be called *MetroScope*.

Dallas Tent 17 Prepares For Large Delegation of Barkers to Convention

The Variety Club quarters in the Hotel Adolphus last week, were filled to capacity with barkers attending the Convention Rally. *Albert H. Reynolds*, Chief Barker, showed to the members the beautiful trophy which will be presented to the Variety Tent having the largest number of barkers in Dallas on March 22nd. It was also announced that a beautiful 1954 Roadmaster Buick Convertible will be awarded at the Convention. Canadian delegates are, *Wm. Summerville, Jr.*, Chief Barker, and *George Altman*, alternates, *Frank Goldhar* and *Ken Leach*.

After a delicious buffet dinner, the business of planning for the forthcoming convention was brought to the attention of those present by the chairmen of the different committees.

John Rowley, as General Chairman, was called upon to open the meeting. He complimented the chairmen and committee members for the great amount of work they had already done.

C. A. Dolsen, International Canvasman, heading the Greeters Committee, has made extensive plans to give a real Texas welcome at the airport and railroad stations. The announcement that the Las Vegas barkers will arrive by special chartered T.W.A. plane caused considerable excitement.

Ronald Martin, Chairman of the Transportation Committee, was called upon. He stated that the Film Truck Lines were cooperating and would have trucks to handle the bags of the incoming barkers. *Martin* called for volunteers to be assigned to the various buses where the program called for bus trips.

Al Reynolds, Chairman of the Hotel and Registration Committee, was enthusiastic about the registrations as they were coming in, and urged the Dallas

THE STRATFORD ADVENTURE

World premiere of "The Stratford Adventure," a feature documentary film of the birth of the Shakespeare Festival in Stratford, Ontario, will be held in Stratford towards the end of April, it was announced by the *National Film Board of Canada*.

Immediately following the premiere, date of which has not been set precisely, the 40-minute, color film will open in major movie theatres across the country. The picture will be distributed in Canada by *Columbia Pictures*.

The film, the work of the NFB's team of *Morten and Gudrun Parker*, records the step-by-step highlights of the festival's growth, from the original idea of *Tom Patterson* of Stratford, through to its realization as one of the most important developments in Canadian theatrical history.

Meanwhile, plans for the film's distribution in other parts of the world are being worked out, highlighted by special premieres in London, Eng., New York and possibly one or two other key points in the U.S. where interest in the Festival has been particularly evident.

barkers to register that evening, or as soon as possible, to avoid rush detail work for the office at the last moment.

Kendall Way, Chairman of the Club Rooms Committee, announced that a fine array of talent had been signed for the Roof Garden and to appear nightly. Among the acts are *Tito Guizar*, *Penny Nelson*, *Azarola & Alegre*, *Los Barrancos-Dancers*, *Eddie Garson*, *Rip Giersdorf* and his Band, and the *Cole Sisters* at the piano and organ.

John Rowley climaxed the evening by announcing that Hollywood would be represented by *Barbara Stanwyck* and *Robert Stack*, who will appear in various parts of the program.

"The 1953-4 Humanitarian Award winner is *Dr. Karl Meyer*, University of California Hooper Foundation, San Francisco, who made what may well be the most significant medical discovery of the year when he took a weakened strain of polio virus and used it to achieve immunity to polio in children to whom he gave it. Subsequently, *Dr. Herald Cox* of the Lederle Laboratories, New York, perfected a method of making this virus vaccine available in mass quantities for the first time."

SPECIAL BULLETIN**CinemaScope Pictures For Odeon Theatres Announced By Peter Myers**

PETER MYERS, 20th CENTURY-FOX'S CANADIAN GENERAL MANAGER, has announced that arrangements have been completed with ODEON THEATRES (CANADA) LIMITED, for the showing of CINEMASCOPE pictures.

ODEON THEATRES will install full CINEMASCOPE equipment in their key city theatres from coast to coast.

Their first CINEMASCOPE picture will be **KING OF THE KHYBER RIFLES** starring TYRONE POWER, TERRY MOORE, and MICHAEL RENNIE.

The second picture will be a musical, **NEW FACES**, with EARTHA KITT, RONNIE GRAHAM and ROBERT CLARY; and this will be followed by **PRINCE VALIANT** starring JAMES MASON, JANET LEIGH, ROBERT WAGNER, DEBRA PAGET, STERLING HAYDEN and VICTOR McLAGLAN.

ODEON plan to have as many of these theatres as possible equipped by Easter. Barring equipment delivery troubles, the Grand, Calgary, will open with **KING OF THE KHYBER RIFLES**, April 1st and in Toronto, on April 9th, at the ODEON-CARLTON.

Hughes' Purchase Of R.K.O. Approved

R.K.O. Pictures Corporation stockholders on March 18th, at Dover, Delaware, approved overwhelmingly the sale of the movie company, to *Howard Hughes* for \$23,489,478.

The stockholders stand to get \$6 a common share—\$3.13 more than a share sold for on Feb. 5 before *Mr. Hughes* announced he was prepared to buy all the stock.

Little opposition to the sale developed at the meeting, which lasted less than an hour. The vote was 2,022,769 to approve it and 73,227 to reject.

Mr. Hughes did not attend the meeting, although he is chairman of the

board and the largest stockholder even before the sale.

His own 1,262,120 shares, which he had said he would not vote until after a majority of the other stockholders had approved the deal, raised the final vote of approval to 3,284,889.

Unless a pending court suit halts the sale, the approval will bring an end to the long feud between *Mr. Hughes* and a small group of stockholders.

Dr. Kalmus Announces Technicolor To Retool 6 Cameras For VistaVision

The remarkable clarity of color motion pictures filmed with the *VistaVision* camera recently developed by *Paramount* should be further improved by new printing techniques to be put into use soon by the *Technicolor* laboratories, according to *Dr. Herbert T. Kalmus*, president and general manager of the *Technicolor Corporation*.

He announced that the company also was retooling six of its giant three-film strip color cameras according to *VistaVision* specifications.

In this process the negative passes the lense horizontally instead of vertically and the large image thus photographed then is reduced in optical printing to standard size for normal projection on oversized screens. The extent to which the company will convert cameras, which

are rented to studios, has not been determined, *Dr. Kalmus added*.

He said the company had been "besieged" with inquiries by producers about "every aspect of the connection of *Technicolor* with *VistaVision*" since the process was demonstrated two weeks ago.

Commenting on the quality of the sample footage shown by *Paramount*, *Dr. Kalmus* said, "We have never before seen pictures on so large a screen with such clarity, smoothness, visibility and freedom from grain and with full preservation of magnificent color values."

He said that only one of the three new processing steps being developed by *Technicolor* was used in printing the demonstration film and that even this good quality could be expected to be improved.

The Great Gamble*(Continued from Page 5)*

20th Century-Fox carried the load of *The Big Gamble*.

I doubt whether any other company, will put over such an extensive, personal and enthusiastic campaign, as did the leaders and members of 20th Century-Fox.

For this revitalizing influence, I say, in the words of Mr. Barney Balaban, President of Paramount Pictures, "Paramount acknowledges the debt the Industry owes to all who have taken the lead, in trying to find new and better methods, not only of producing motion pictures, but of presenting them on the Screen."

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VANCOUVER NEWS

By JACK DROY

The wife of Frank Soltice, manager of the Pines Drive-in at Penticton, hospitalized for major surgery. Sick list are Jack Senior, Paramount Pictures; Cecil Saville of the Park; Bill Myers, Canadian Picture Pioneers President; and Wally Woolridge of the Strand. Veteran showman, Dan Sutherland in show business for 40 years is very ill with a heart attack, he is 72.

Veteran of 23 years in the film business, Fred Leavitt has been named manager of the Western Drive-in Theatres Chinook Drive-in near Calgary, Alta. He was former manager of the Green Acres Drive-in at Lethbridge, now a unit of Famous Players.

John J. Fitzgibbons was in town on his semi-annual visit checking Famous Players theatres.

World premiere of E-U's "Saskatchewan" made in Banff, Alta. 30 miles from Calgary last summer, took place at the Grand, Calgary, March 11.

British Columbia's new five percent sales tax which will become law April 1st is nominally the highest in Canada. Meal, foods and children's cloths are exempted.

B.C. exhibitors were hoping for an amusement tax cut of at least ten percent but all they got was a 2½ cut from 17½ to 15 percent.

Odeon Circuit are still trying to work out a new agreement with three projectionists members of local 348 who are asking for a 25c hourly increase in pay which was what the Famous Players circuit gave their booth workers on a two year contract.



Jimmy Chalmers—Odeon, Ottawa is getting attention at the Chateau Laurier! Canada's leading hotel gives a lobby display on Eye Witness featurette with scenes of the Canadian Tour of American pilots. Campaign keyed to local convention of these pilots.

\$ \$ \$

Ken Davies and the Odeon—Guelph landed a wonderful two hour radio show for "The Glenn Miller Story" for free!

\$ \$ \$

Laurels to Newmarket's Johnny Grant for his display work and newspaper coverage on "The Band Wagon." Eye appeal was his key selling point. On stage appearance of local "band with a beat" boosted boxoffice and resulted in free newspaper space.

TRADE headlines



The 3rd quarter of 1953 revealed by the admission tax in the U.S., that receipts were down over \$1,000,000, as compared with the receipts in the same period of 1952.

The Union County Grand Jury of New Jersey, cleared, The Moon Is Blue, U-A sensational feature, for showing in Elizabeth, N.J., upholding the right of Stanley-Warner Ritz Theatre to show the picture which opened Dec. 30th but was stopped by the police, who alleged it was "obscene." The Jury screened the picture.

The House in a vote of 411-3 passed the Reed Bill for a reduction in the U.S. Amusement Tax of 10 percent. Senate must now vote on the Bill, and if it passes unchanged it goes to the President for consideration.

Regis Toomey, newly-elected president of the Motion Picture Permanent Charities Committee reported, that funds in excess of 16 million dollars have been collected for welfare services and community health drives.

U-A makes deal with Russ-Field Corp., the recently formed company of Jane Russell and her husband Robert Waterfield. Delivery of six pictures to be produced by the company to U-A during the next three years, with Jane Russell as star of three of the six has been announced, by the U-A president, Arthur B. Krim.

Twentieth Century-Fox, vice-pres., Charles Einfeld, is reported to have approved Ezell sound for CinemaScope pictures for Drive-Ins. The system consists of 3 speakers in one speaker-cabinet.

We regret to report the death of Cecil Neville.

Lou Karp, former assistant Famous Players Canadian booker, Vancouver, to the late Cecil Neville, has been appointed to succeed him for that territory.

C.M.P.D.A. elects new officers, Peter Myers, 20th-Fox, President; and Charles Chaplin, UA, Vice-President.

Charles Chaplin, Canadian General Manager, UA, visting Hollywood in connection with UA's 35th Anniversary celebrations.

CAPITAL STORY

By BILL McLAUGHLIN

Big event of the week was the huge reception to Prime Minister Louis St. Laurent when he stepped from the airliner at Rockcliffe from a history-making tour around the world. Mayor Charlotte Whitton thrust a big bouquet of

fresh shamrocks into the hand of the Prime Minister. "This is for your Irish mother's son," she said, and quickly reported that Ottawa was unchanged since he went away, "except that the National Film Board had gone." Mr. St. Laurent

kissed Madame Mayor and told her not to grieve too much over the loss of the Film Board, that its place in Ottawa would be taken by the office of the Civil Aviation Organization which, it is rumored, is being frightened out of Montreal by the new Quebec provincial income tax!

The widespread control over the National Film Board exerted by film groups across Canada is a safeguard against the NFB ever becoming a pawn of the political party in power, declared A. W. Trueman, Commissioner of the government film agency. Mr. Trueman was speaking to members of the Ottawa-Hull Richelieu Club.

Joe Schenk's crack that there is nothing wrong with the business that a good picture can't cure has been proven most correct in Ottawa during the past several months. There has been a rash of record-breaking hold-overs during this period, with *The Best Years of Our Lives*, *The Holy and the Ivy*, and *The Glenn Miller Story* playing to big business throughout extended runs at the Regent, the Little Elgin and Odeon theatres, respectively.

Ray Presents

(Continued from Page 3)

Films production, *Moulin Rouge* and *Otto Preminger's, The Moon Is Blue*.

Mr. William C. Michel, executive-vice-president 20th Century-Fox and Mr. William C. Gehring, executive assistant general sales manager, received the scroll for The Robe.

Mr. Leslie B. Roberts, treasurer of the J. Arthur Rank Organization Inc., accepted, on behalf of Leslie Norman, the Producer's Scroll for, The Cruel Sea, produced at Ealing Studio by Sir Michael Balcon.

Having now disposed of a formidable number of Bests, we now approach the presentation, Thurs. March 25th of The Academy Award Oscars.

All pictures nominated, features and shorts, have now been screened, and for Producers and Artists, histrionic and technical, their Allied Arts and Techniques, they anxiously, joyously, in anticipation and with trepidation all await D-Day! To the victors belong the Oscars!



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL

Hell and High Water (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

SHEA'S

Blowing Wild (WB) with Gary Cooper.

UNIVERSITY & EGLINTON

The Intruder (IFD) with Jack Hawkins.

NORTOWN

The Eddie Cantor Story (WB) Technicolor with Keefe Brasselle.

ODEON-CARLTON

Saskatchewan (E-U) Technicolor with Alan Ladd.

HYLAND & CHRISTIE

Meet Mr. Lucifer (JARO) with Stanley Holloway.

UPTOWN

Fourth week. *The Glenn Miller Story* (E-U) Technicolor with James Stewart.

LOEW'S

Rose Marie (MGM) CinemaScope and Color with Howard Keel.

DOWNTOWN

Go, Man, Go (UA) and *War Paint* (UA) Color.

TOWNE CINEMA

The Living Desert (RKO).

MONTREAL

PALACE

Hell and High Water (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

LOEW'S

Second week. *The Eddie Cantor Story* (WB) Technicolor with Keefe Brasselle.

PRINCESS

Duffy of San Quentin (WB) with Louis Hayward.

CAPITOL

Second week. *Beat the Devil* (UA) with Humphrey Bogart.

KENT

Fourth week. *Julius Caesar* (MGM) with an all star cast.

AVENUE

Fifth week. *Hobson's Choice* (IFD) with John Mills.

ALOUETTE

Acte d'Accusation with Lea Padovani.

WINNIPEG

CAPITOL

Mr. Scoutmaster (20th-Fox) with Clifton Webb.

MET

All the Brothers Were Valiant (MGM) Technicolor with Robert Taylor.

GARRICK

Second week. *Saskatchewan* (E-U) Technicolor with Alan Ladd.

ODEON

Fourth week. *The Glenn Miller Story* (E-U) Technicolor with James Stewart.

CALGARY

CAPITOL

Kiss Me Kate (MGM) Color with Kathryn Grayson.

PALACE

All the Brothers Were Valiant (MGM) Technicolor with Robert Taylor.

GRAND

Second week. *Saskatchewan* (E-U) Technicolor with Alan Ladd.

UPTOWN

Third week. *The Glenn Miller Story* (E-U) Technicolor with James Stewart.

PLAZA

Sixth week. *Genevieve* (JARO) Technicolor with John Gregson.

VANCOUVER

CAPITOL

Second week. *Knights of the Round Table* (MGM) CinemaScope and Color with Robert Taylor.

ORPHEUM

His Majesty O'Keefe (WB) Technicolor with Burt Lancaster.

STRAND

Give a Girl a Break (MGM) Technicolor with Marge and Gower Champion.

VOGUE

Fourth week. *The Glenn Miller Story* (E-U) Technicolor with James Stewart.

PLAZA

Creature From the Black Lagoon (E-U) and *Donovan's Brain* (UA).

STUDIO

Third week. *Julius Caesar* (MGM) with an all star cast.

SAINT JOHN

PARAMOUNT

Knights of the Round Table (MGM) CinemaScope and Technicolor with Robert Taylor.

CAPITOL

Tennessee Champ (MGM) Color with Shelley Winters.

STRAND

Saskatchewan (E-U) Technicolor with Alan Ladd.

KENT

Hell's Half Acre (E-U).

CRAWLEY FILMS WINS ITALIAN AWARD

Crawley Films has won the Grand Silver Medal of the Italian National Olympic Committee at the International Sports Film Festival held this month at Cortina D'Ampezzo, Italy.

The coveted award "for the very good use of colour and the excellent reporting on golf" went to *CANADIAN OPEN—1953*, the 25-minute story of Canada's national golf tournament last year. It was produced by *Crawley's* for the *House of Seagram*.

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